

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Avian Systems, LLC

Kentucky Manufacturing Assistance Center

Avian Systems' Sales Soar

Client Profile:

Avian Systems LLC, a designer, manufacturer, and installer of state-of-the-art electronic bird-scare devices, positions itself as the worldwide technological leader in non-lethal bird control. Avian Systems products are purchased by various commercial centers, industrial complexes, airport facilities, and golf courses, including clients such as JFK Airport, AT&T, and various U.S. military bases. The company, founded in Louisville, Kentucky in 2000, employs five people.

Situation:

Avian Systems' limited in-house sales staff focuses on maintaining relationships with current customers and markets, which doesn't leave much time for generating leads or pursuing new customers. The company wanted to boost sales, make more efficient use of its in-house sales personnel, and find a cost-effective way to develop new prospects and markets. Avian Systems contacted the Kentucky Manufacturing Assistance Center (KMAC), a NIST MEP network affiliate, for professional lead generation assistance.

Solution:

KMAC created a sales lead generation program for Avian Systems that combined traditional telemarketing with professional screening techniques. This system is proven to improve and expand a company's sales efficiency, as well as increase awareness of its products and services. To help Avian Systems uncover inside sales intelligence and identify a goal of 50 qualified prospects, KMAC developed a client database of target companies and a customized survey instrument. The combined use of these two tools has helped yield significant increases in both leads and sales at Avian Systems.

Results:

- Increased leads.
- Created 2 additional jobs to meet increased demand.
- Increased sales by \$100,000.
- Increased sales per employee by \$33,000 (a 5 to 9 percent improvement).
- Saved \$25,000 in costs.
- Reduced unit labor costs by \$1,000.
- Improved competitive position.

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Developed new markets.

Testimonial:

"We are very pleased with the results of the Kentucky Manufacturing Assistance Center's lead generation program. Besides the primary benefit of developing new leads and market opportunities, we have significantly reduced our sales cycles and expect substantial ongoing benefits over the coming year. KMAC and its lead development group were very open to our ideas and very easy to work with."

Kiran Chudgar, COO